

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (Currently Amended) An online merchandise return computer system, said computer system programmed to:

receive through an online retail computer system of a particular online merchant, an indication of a shipment of an at least one item of merchandise purchased by a consumer through the online retail computer system;

in response to the indication of shipment, designate through the online retail computer system, the at least one item as a potentially returnable item;

receive through the online retail computer system a request by the consumer for an identification of potentially returnable items;

in response to the request, generate a display through the online retail computer system to the consumer of the identification of potentially returnable items, wherein the identification of potentially returnable items comprises an identification of the at least one item of merchandise, and further comprises a respective interactive means associated with each respective item of merchandise identified in the identification of potentially returnable items, wherein each respective interactive means is adapted for designating a return of each respective item of merchandise identified in the identification of potentially returnable items;

receive through the online retail computer system, a merchandise return request by the consumer to return at least one item of merchandise, wherein the merchandise return request comprises a designation of a particular respective interactive means associated with a particular respective item of merchandise identified in the identification of potentially returnable items;

determine a set of information about the particular respective item of merchandise;

compare the set of information about the particular respective item of merchandise to a set of return policy rules input to the online merchandise return computer system by the particular online merchant to determine whether the particular respective item of merchandise is returnable; and

if the particular respective item of merchandise is returnable, generate a display to the consumer comprising information corresponding to a set of carriers that was pre-selected by the particular online merchant from a list of available carriers for use by the consumer for a return shipping of the particular respective item of merchandise to the particular online merchant.

2. (Previously Presented) The online merchandise return computer system of Claim 1, wherein a subset of the return policy rules input by the merchant comprises:

a set of return questions;

a set of anticipated return question responses corresponding to each of said return questions; and

a set of return response rules, each return response rule corresponding to at least one of said anticipated return question responses.

3. (Previously Presented) The online merchandise return computer system of Claim 2, wherein each return response rule comprises a set of instructions to direct said computer system to perform an action to process the return request.

4. (Previously Presented) The online merchandise return computer system of Claim 3, wherein each set of return questions comprises a first return question and a set of subsequent return questions, said first return question having a corresponding set of anticipated first return question responses and each of said subsequent return questions having a corresponding set of anticipated subsequent return question responses.

5. (Previously Presented) The online merchandise return computer system of Claim 4, the computer system further programmed to:

select from the return policy rules set by the merchant a first selected return questions; and

display to the user the first selected return question.

6. (Previously Presented) The online merchandise return computer system of Claim 5, the computer system further programmed to:

receive user input of a return reason.

7. (Previously Presented) The online merchandise return computer system of Claim 6, the computer system further programmed to:

compare said return reason to each of the anticipated first return question responses.

8. (Previously Presented) The online merchandise return computer system of Claim 7, the computer system further programmed to:

identify an anticipated first return reason question response that matches said return reason.

9. (Previously Presented) The online merchandise return computer system of Claim 8, the computer system further programmed to:

direct the computer system to process the return request in accordance with the return question response rules that correspond to the anticipated first return question response that matches said return reason.

10. (Previously Presented) The online merchandise return computer system of Claim 1, the display to the consumer further comprising information corresponding to a respective set of delivery services selected by the particular online merchant for each respective carrier of the set of carriers for potential use by the consumer for the return

shipping of the particular respective item of merchandise to the particular online merchant.

11. (Previously Presented) The online merchandise return computer system of Claim 10, the computer system further programmed to:

calculate a shipping rate for the return shipping of the particular respective item of merchandise to the particular online merchant for each respective delivery service for each respective carrier of the set of carriers according to a respective set of pricing rules for each respective carrier.

12. (Previously Presented) The online merchandise return computer system of Claim 11, the computer system further programmed to:

generate a display of an interactive graphic comparison of each respective shipping rate.

13. (Previously Presented) The online merchandise return computer system of Claim 12 wherein the interactive graphic shipping rate comparison display comprises an array.

14. (Previously Presented) The online merchandise return computer system of Claim 13 wherein said array comprises a plurality of cells.

15. (Previously Presented) The online merchandise return computer system of Claim 14, wherein each of said cells comprises an intersection that coincides with a delivery date and a delivery time, and wherein each respective shipping rate is displayed in a respective cell that coincides with an intersection of a particular delivery date and a particular delivery time by which a particular delivery service by a particular carrier would deliver the particular respective item of merchandise to the particular online merchant for the respective shipping rate relevant to a particular shipping date.

16. (Previously Presented) The online merchandise return computer system of Claim 15, the computer system further programmed to:

receive as a return order, user input of a selection of one of the cells of the array.

17. (Original) The online merchandise return computer system of Claim 16, the computer system further programmed to:

generate an internal system tracking number for the return order; and

save said internal system tracking number for the return order in a database.

18. (Original) The online merchandise return computer system of Claim 17, the computer system further programmed to:

generate a graphic representation of a shipping label corresponding to the return order; and

display the graphic representation of the shipping label on a display monitor connected to a computer accessible by the consumer.

19. (Original) The online merchandise return computer system of Claim 18, the computer system further programmed to:

generate a set of printable shipping label data in response to a shipping label print request by the consumer.

20. (Original) The online merchandise return computer system of Claim 19, the computer system further programmed to:

send in response to a user request to print a shipping label the set of printable shipping label data to a printer connected to the computer accessible by the user.

21. (Original) The online merchandise return computer system of Claim 20, wherein each return order with a tracking number is characterized by a shipping status, the computer system further programmed to:

generate a tracking report record depicting the shipping status of a return order in response to a user tracking report request for said return order.

Claims 22- 26. (Cancelled).

27. (Currently Amended) An online merchandise return computer system, said computer system programmed to:

receive a merchandise return request by a consumer to return to a merchant, an at least one item of merchandise;

generate, in response to said merchandise return request, a display of an interactive graphic comparison of shipping rates for the return request for shipping a package containing the at least one item of merchandise to be returned, said display showing a respective shipping rate for each respective service of a set of services offered by each respective carrier of a set of carriers, wherein the set of carriers and the set of services are selected by the computer system for display according to a set of carriers that was pre-selected by the merchant from a list of available carriers and according to a set of return policy rules input by the merchant, and wherein each respective shipping rate is calculated by the computer system according to information about the at least one item of merchandise that is accessible by the computer system; and

process said merchandise return request according to the set of return policy rules input by the merchant.

Claims 28-59 (Cancelled)

60. (Previously Presented) A method using a computer for online merchandise return shipping, said method comprising:

receiving a merchandise return request by a consumer to return an item of merchandise, wherein the merchandise return request corresponds to an indication of a credit card account for crediting a refund amount for return of the item of merchandise;

receive an indication of receipt by the merchant of the item of merchandise returned by the consumer; and

in response to receiving the indication of receipt by the merchant of the item of merchandise, generate a credit to the credit card account.

61. (Previously Presented) The method of Claim 60, said method further comprising:

processing said merchandise return request according to a set of return policy rules, wherein the set of return policy rules comprises:

a set of return questions, and

a set of anticipated return question responses corresponding to each of said return questions.

62. (Currently Amended) A method using a computer for online merchandise return shipping, said method comprising:

collecting a set of return policy rules input by a merchant comprising an identification by the merchant of a set of carriers that may be used by a consumer for shipping an item of merchandise, the set of carriers being selected by the merchant from a list of available carriers;

saving said set of return policy rules in a database;

receiving a merchandise return request by a consumer to return to a merchant a particular item of merchandise; and

in response to the merchandise return request, generating a display to the consumer of the set of carriers identified by the merchant according to the return policy rules for use by the consumer for shipping the particular item of merchandise to the merchant.

63. (Previously Presented) The method of Claim 62, said method further comprising:

generating a display of rates for return shipment of the particular item of merchandise by each delivery service provided by each carrier of the set of carriers.

64. (Original) The method of Claim 63, said method further comprising processing said merchandise return request according to said set of return policy rules.

65. (Currently Amended) A method using a computer for online merchandise return shipping, said method comprising:

receiving a merchandise return request by a consumer to return at least one item of merchandise;

generating in response to said merchandise return request a display of an interactive graphic comparison of shipping rates for the return request for shipping a package containing an item of merchandise to be returned, said display showing a shipping rate for each of a set of services offered by each of a set of carriers, said set of carriers and said set of services being selected by the computer system for display according to a set of return policy rules input by a merchant, wherein a subset of the set of return policy rules input by the merchant comprises:

a set of return questions, and

a set of anticipated return question responses corresponding to each of said return questions; and

processing said merchandise return request according to the set of return policy rules input by the merchant.

Claims 66-99 (Cancelled).

100. (Currently Amended) A computer product for online merchandise return shipping, said computer product having instructions for:

generating a graphic user interface for input of return policy rules, wherein the graphic user interface is adapted for receiving input identifying an item as an exception to standard return policy rules;

collecting a set of return policy rules input by a merchant using the graphic user interface, wherein the set of return policy rules comprises an identification of at least

one item as a policy rule exception, and wherein the set of return policy rules further comprises an identification by the merchant of a set of carriers and delivery services offered by each carrier of the set of carriers selected by the merchant from a list of available carriers and a list of available delivery services, said set of carriers and delivery services for subsequent selection by a consumer for use by the consumer to ship a return of merchandise; and

    saving the set of return policy rules in a database.

101. (Original) The computer product of Claim 100, the computer product having further instructions for:

    receiving a merchandise return request by a consumer to return at least one item of merchandise.

102. (Original) The computer product of Claim 101, the computer product having further instructions for:

    processing said merchandise return request according to said set of return policy rules.

103. (Currently Amended) A computer product for online merchandise return shipping, said computer product having instructions for:

    receiving a merchandise return request by a consumer to return at least one item of merchandise;

    generating in response to said merchandise return request, a display of an interactive graphic comparison of shipping rates for the return request for shipping a package containing an item of merchandise to be returned, said display showing a shipping rate for each service of a set of services offered by each carrier of a set of carriers, wherein the set of carriers and the set of services are selected by the computer system for display according to a set of return policy rules input by a merchant, said set of return policy rules comprising a set of carriers pre-selected by the merchant from a list of available carriers; and

processing said merchandise return request according to the set of return policy rules input by the merchant.

Claims 104-137 (Cancelled).

138. (Currently Amended) A computer system for online merchandise return shipping, said computer system comprising a computer device programmed with:

a set of instructions for collecting a set of return policy rules input by a merchant, wherein the return policy rules input by the merchant comprises a set of carriers selected by the merchant from a list of available carriers for subsequent use by consumers of the merchant for shipping returned items;

a set of instructions for saving said set of return policy rules in a database;

a set of instructions for presenting to a consumer a list of items of merchandise previously purchased from the merchant and shipped by the merchant to the user;

a set of instructions for receiving a merchandise return request by the consumer to return an at least one item of merchandise;

a set of instructions for displaying to the consumer, in response to the merchandise return request, the set of carriers selected by the merchant for use by the consumer for shipping returned items;

a set of instructions for receiving an identification by the consumer of a carrier from the set of carriers, and a delivery service provided by the carrier, for return shipping of the at least one item of merchandise to a return location for the merchant; and

a set of instructions for printing a machine-readable carrier shipping label for delivery of the at least one item of merchandise to the return location for the merchant.

139. (Previously Presented) The computer system of Claim 138, said computer system further comprising:

a set of instructions for receiving a merchandise return request by the consumer to return at least one item of merchandise, wherein the merchandise return request comprises an indication of at least one item on the list of items.

140. (Original) The computer system of Claim 139, said computer system further comprising:

a set of instructions for processing said merchandise return request according to said set of return policy rules.

141. (Currently Amended) A computer program product for online merchandise return shipping, said computer program product comprising:

a set of instructions for receiving a merchandise return request by a consumer to return to a merchant an at least one item of merchandise;

a set of instructions for selecting a set of carriers and a set of delivery services offered by the set of carriers as potential carriers and delivery services for shipping a package containing the at least one item of merchandise to be returned, wherein the set of carriers and the set of delivery services are selected according to a set of return policy rules previously input selected by the merchant from a list of available carriers and available delivery services;

a set of instructions for generating, in response to said merchandise return request, a display of an interactive graphic comparison of shipping rates for the return request for shipping the package containing the at least one item of merchandise to be returned, said display showing a shipping rate for each delivery service of the set of services offered by each carrier of the set of carriers; and

a set of instructions for processing said merchandise return request according to the set of return policy rules input by the merchant.

Claims 142-169 (Cancelled).